AMENDMENT TO THE CLAIMS

Please amend the claims as follows:

Claims 1 – 48 (Cancelled)

49.   (Currently Amended)   A computerized method for determining an advertisement in response to an advertising opportunity, wherein the advertising opportunity is an opportunity to place the advertisement on a web page subsequent to a request for the web page by a viewer utilizing a browser, the computerized method comprising:

receiving in a computer [[network]] system an indication of the advertising opportunity; and

in response to receiving the indication:

selecting in [[a]] the computer system the advertisement from among a plurality of advertisements associated with bids submitted in real-time by the computer system on behalf of advertisers desiring to fulfill the advertising opportunity,

wherein the computer system is embodied with computer instructions for implementing the computerized method.

50.   (Previously Presented)   The method of claim 49, wherein the indication of the advertising opportunity is initiated by the browser sending a reference in the web page.

Claims 51 – 61 (Cancelled)

62.   (Currently Amended)   A method implemented in a computer system comprising [[of]] one or more networked computers, for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the each advertising opportunity, the each advertising opportunity being an opportunity to serve an advertisement to a browser in response to a request for content by the browser, the method comprising:

maintaining in the computer system a plurality of sets of bidding parameters, each set of bidding parameters being associated with one or more of the plurality of advertisements and an advertiser, and indicating ~~whereby the each set of bidding parameters indicates~~ whether the associated advertiser is desirous that a bid should be submitted for providing one of the associated one or more of the plurality of advertisements for fulfilling the each advertising opportunity and an amount associated with such bid if to be submitted;

receiving in the computer system an indication of the request for content, thereby presenting the each advertising opportunity; and in real time response to the request for content:

submitting in the computer system one or more bids, each submitted bid being based on one of the sets of bidding parameters, the one of the sets of bidding parameters being met by characteristics of the advertising opportunity, wherein the each submitted bid, in accordance with the one of the sets of bidding parameters, is associated with a monetary amount that an advertiser associated with the each submitted bid is willing to pay if the each submitted bid is selected and a specific event occurs;

selecting in the computer system a bid from among the submitted bids;

identifying in the computer system an advertisement associated with the selected bid; and

serving with the computer system the identified advertisement in real time response to the request for the content,

~~whereby the identified advertisement is determined by a bidding process,~~

wherein the computer system is embodied with computer instructions for implementing the method.

63. (Previously Presented)   The method of claim 62, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

64. (Previously Presented)   The method of claim 62, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the

monetary amount associated with the each of the submitted bids, is a same respective event for all of the submitted bids.

65.   (Previously Presented)   The method of claim 62, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids, to the browser in fulfillment of the each advertising opportunity.

66.   (Previously Presented)   The method of claim 65, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids, to the browser in fulfillment of the each advertising opportunity.

67.   (Previously Presented)   The method of claim 62, wherein the request for content by the browser is an HTTP request.

68.   (Previously Presented)   The method of claim 67, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

69.   (Previously Presented)   The method of claim 68, wherein the request for content by the browser is caused by a reference in the web page.

70.   (Previously Presented)   The method of claim 63, wherein the request for content by the browser is an HTTP request.

71.   (Previously Presented)   The method of claim 70, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

72.   (Previously Presented)   The method of claim 71, wherein the request for content by the browser is caused by a reference in the web page.

73.   (Previously Presented)   The method of claim 64, wherein the request for content by the browser is an HTTP request.

74.   (Previously Presented)   The method of claim 73, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

75.   (Previously Presented)   The method of claim 74, wherein the request for content by the browser is caused by a reference in the web page.

76.   (Previously Presented)   The method of claim 65, wherein the request for content by the browser is an HTTP request.

77.   (Previously Presented)   The method of claim 76, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

78.   (Previously Presented)   The method of claim 77, wherein the request for content by the browser is caused by a reference in the web page.

79.   (Previously Presented)   The method of claim 66, wherein the request for content by the browser is an HTTP request.

80.   (Previously Presented)   The method of claim 79, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

81.   (Previously Presented)   The method of claim 80, wherein the request for content by the browser is caused by a reference in the web page.

82.   (Previously Presented)   The method of claim 67, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

83.   (Previously Presented)   The method of claim 68, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

84.   (Previously Presented)   The method of claim 69, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

85.   (Previously Presented)   The method of claim 70, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

86.   (Previously Presented)   The method of claim 71, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

87.   (Previously Presented)   The method of claim 72, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

88.   (Previously Presented)   The method of claim 73, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

89.   (Previously Presented)   The method of claim 74, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

90.   (Previously Presented)   The method of claim 75, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

91.   (Previously Presented)   The method of claim 76, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

92.   (Previously Presented)   The method of claim 77, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

93.   (Previously Presented)   The method of claim 78, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

94.   (Previously Presented)   The method of claim 79, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

95.   (Previously Presented)   The method of claim 80, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

96.   (Previously Presented)   The method of claim 81, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

Claims 97- 111   (Cancelled)

112.   (Previously Presented)   The method of claim 62, wherein each submitted bid is associated with a respective bidding agent.

113.   (Previously Presented)   The method of claim 62, wherein each submitted bid includes a reference to an advertisement associated with the each submitted bid.

114.   (Currently Amended)   A computer system for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the each advertising opportunity, wherein the each advertising opportunity is an opportunity to serve an advertisement to a browser in response to a request for content by the browser, the system comprising:

a computer system comprising [[of]] one or more networked computers, the one or more networked computers embodied with <u>computer instructions</u> [[logic]] that:

maintains the plurality of advertisements and a plurality of sets of bidding parameters, each set of bidding parameters being associated with one or more of the plurality of advertisements and an advertiser, <u>and indicating</u> ~~whereby the each set of bidding parameters indicates~~ whether the associated advertiser is desirous that a bid should be submitted for providing one of the associated one or more of the plurality of advertisements for fulfilling the each advertising opportunity <u>and an amount associated with such bid if to be submitted</u>;

receives an indication of the request for content, thereby presenting the each advertising opportunity;

submits in real time response to the request for content, one or more bids, wherein each submitted bid is based on one of the sets of bidding parameters, wherein the one of the sets of bidding parameters is met by characteristics of the advertising opportunity, wherein the each submitted bid, in accordance with the one of the sets of bidding parameters, is associated with a monetary amount that an advertiser associated with the each submitted bid is willing to pay if the each submitted bid is selected and a specific event occurs;

selects a bid from among the submitted bids;

identifies an advertisement associated with the selected bid; and

serves the identified advertisement in real time response to the request for content[[,]] ~~whereby the system determines the identified advertisement by a bidding process~~.

115.   (Previously Presented)   The system of claim 114, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

116.   (Previously Presented)   The system of claim 114, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a same respective event for all of the submitted bids.

117. (Previously Presented)   The system of claim 114, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids, to the browser in fulfillment of the each advertising opportunity.

118. (Previously Presented)   The system of claim 117, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids, to the browser in fulfillment of the each advertising opportunity.

119. (Previously Presented)   The system of claim 114, wherein the request for content by the browser is an HTTP request.

120. (Previously Presented)   The system of claim 119, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

121. (Previously Presented)   The system of claim 120, wherein the request for content by the browser is caused by a reference in the webpage.

122. (Previously Presented)   The system of claim 115, wherein the request for content by the browser is an HTTP request.

123. (Previously Presented)   The system of claim 122, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

124. (Previously Presented)   The system of claim 123, wherein the request for content by the browser is caused by a reference in the webpage.

125. (Previously Presented)   The system of claim 116, wherein the request for content by the browser is an HTTP request.

126. (Previously Presented)   The system of claim 125, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

127. (Previously Presented)   The system of claim 126, wherein the request for content by the browser is caused by a reference in the web page.

128. (Previously Presented)   The system of claim 117, wherein the request for content by the browser is an HTTP request.

129. (Previously Presented)   The system of claim 128, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

130. (Previously Presented)   The system of claim 129, wherein the request for content by the browser is caused by a reference in the webpage.

131. (Previously` Presented)   The system of claim 118, wherein the request for content by the browser is an HTTP request.

132. (Previously Presented)   The system of claim 131, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

133. (Previously Presented)   The system of claim 132, wherein the request for content by the browser is caused by a reference in the webpage.

134.   (Previously Presented)   The system of claim 119, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

135.   (Previously Presented)   The system of claim 120, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

136.   (Previously Presented)   The system of claim 121, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

137.   (Previously Presented)   The system of claim 122, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

138.   (Previously Presented)   The system of claim 123, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

139.   (Previously Presented)   The system of claim 124, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

140.   (Previously Presented)   The system of claim 125, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

141.   (Previously Presented)   The system of claim 126, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

142.   (Previously Presented)   The system of claim 127, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

143.   (Previously Presented)   The system of claim 128, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

144. (Previously Presented)   The system of claim 129, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

145. (Previously Presented)   The system of claim 130, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

146. (Previously Presented)   The system of claim 131, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

147. (Previously Presented)   The system of claim 132, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

148. (Previously Presented)   The system of claim 133, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

Claims 149 – 163   (Cancelled)

164. (Previously Presented))   The system of claim 114, wherein each submitted bid is associated with a respective bidding agent.

165. (Previously Presented)   The system of claim 114, wherein each submitted bid includes a reference to an advertisement associated with the each submitted bid.

166. (Currently Amended)   A method implemented in a computer system comprising [[of]] one or more networked computers, for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the advertising opportunity, the each advertising opportunity being an opportunity to serve an advertisement to a browser, the method comprising:

receiving in the computer system an indication of the each advertising opportunity; and in real time response to the indication:

determining in the computer system one or more bids, each determined bid being associated with a monetary amount an advertiser associated with the each determined bid is willing to pay for the each determined bid to be selected and a specific event to occur;

selecting in the computer system a bid from among the determined bids;

identifying in the computer system one of the plurality of advertisements associated with the selected bid; and

serving with the computer system in real time response to the indication the identified advertisement to the browser,

~~whereby the identified advertisement is determined by a bidding process,~~

wherein the computer system is embodied with computer instructions for implementing the method.

167.   (Previously Presented)   The method of claim 166, wherein the monetary amount associated with each of the determined bids is included in the each of the determined bids.

168.   (Previously Presented)   The method of claim 166, wherein the specific event for which the advertiser associated with each of the determined bids is willing to pay the monetary amount associated with the each of the determined bids, is a same respective event for all of the determined bids.

169.   (Previously Presented)   The method of claim 166, wherein the specific event for which the advertiser associated with at least one determined bid is willing to pay the monetary amount associated with the at least one determined bid is a serving of an advertisement associated with the at least one determined bid to the browser in fulfillment of the each advertising opportunity.

170.   (Previously Presented)   The method of claim 169, wherein the specific event for which the advertiser associated with each determined bid is willing to pay the monetary

amount associated with the each determined bid is a serving of an advertisement associated with the each determined bid to the browser in fulfillment of the each advertising opportunity.

171.   (Previously Presented)   The method of claim 166, wherein the indication is caused by an HTTP request initiated by the browser.

172.   (Previously Presented)   The method of claim 171, wherein the advertisement served to the browser is included in a webpage accessed by the browser.

173.   (Previously Presented)   The method of claim 172, wherein the HTTP request is caused by a reference in the web page.

174.   (Previously Presented)   The method of claim 167, wherein the indication is caused by an HTTP request initiated by the browser.

175.   (Previously Presented)   The method of claim 174, wherein the advertisement served to the browser is included in a webpage accessed by the browser.

176.   (Previously Presented)   The method of claim 175, wherein the HTTP request is caused by a reference in the web page.

177.   (Previously Presented)   The method of claim 168, wherein the indication is caused by an HTTP request initiated by the browser.

178.   (Previously Presented)   The method of claim 177, wherein the advertisement served to the browser is included in a webpage accessed by the browser.

179.   (Previously Presented)   The method of claim 178, wherein the HTTP request is caused by a reference in the web page.

180. (Previously Presented)   The method of claim 169, wherein the indication is caused by an HTTP request initiated by the browser.

181. (Previously Presented)   The method of claim 180, wherein the advertisement served to the browser is included in a webpage accessed by the browser.

182. (Previously Presented)   The method of claim 181, wherein the HTTP request is caused by a reference in the web page.

183. (Previously Presented)   The method of claim 170, wherein the indication is caused by an HTTP request initiated by the browser.

184. (Previously Presented)   The method of claim 183, wherein the advertisement served to the browser is included in a webpage accessed by the browser.

185. (Previously Presented)   The method of claim 184, wherein the HTTP request is caused by a reference in the web page.

186. (Previously Presented)   The method of claim 171, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

187. (Previously Presented)   The method of claim 172, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

188. (Previously Presented)   The method of claim 173, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

189. (Previously Presented)   The method of claim 174, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

190.   (Previously Presented)   The method of claim 175, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

191.   (Previously Presented)   The method of claim 176, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

192.   (Previously Presented)   The method of claim 177, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

193.   (Previously Presented)   The method of claim 178, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

194.   (Previously Presented)   The method of claim 179, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

195.   (Previously Presented)   The method of claim 180, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

196.   (Previously Presented)   The method of claim 181, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

197.   (Previously Presented)   The method of claim 182, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

198.   (Previously Presented)   The method of claim 183, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

199.   (Previously Presented)   The method of claim 184, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

200. (Previously Presented)   The method of claim 185, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

Claims 201 – 215 (Cancelled)

216. (Previously Presented)   The method of claim 166, wherein each determined bid is associated with a respective bidding agent.

217. (Previously Presented)   The method of claim 166, wherein each determined bid includes a reference to an advertisement associated with the each determined bid.

218. (Previously Presented)   The method of claim 49, wherein each bidding advertiser is associated with a bid, the bid being associated with a monetary amount the each bidding advertiser is willing to pay if an advertisement associated with the each bidding advertiser is selected and a specific event occurs.

219. (Previously Presented)   The method of claim 218, wherein the specific event is a serving of the advertisement associated with the each bidding advertiser to the browser.

220. (Previously Presented)   The method of claim 218, wherein the selected advertisement is associated with a bid that is associated with a highest monetary amount.

221. (Previously Presented)   The method of claim 218, wherein the selected advertisement is associated with a bid that is determined in the computer system as having a highest beneficial value over respective beneficial values of other bids.

222. (Previously Presented)   The method of claim 219, wherein the selected advertisement is associated with a bid that is associated with a highest monetary amount.

223. (Previously Presented)   The method of claim 219, wherein the selected advertisement is associated with a bid that is determined in the computer system as having a highest beneficial value over respective beneficial values of other bids.

224. (Previously Presented)   The method of claim 218, wherein each bid is associated with a respective bidding agent.

225. (Previously Presented)   The method of claim 218, wherein each bid includes a reference to an advertisement associated with the each bid.

226. (Previously Presented)   The method of claim 62, wherein information about a viewer utilizing the browser is stored in the computer system.

227. (Previously Presented)   The system of claim 114, wherein information about a viewer utilizing the browser is stored in the computer system.

228. (Cancelled)

229. (Cancelled)

230. (Cancelled)

231. (Previously Presented)   The method of claim 62, wherein at least one of the plurality of sets of bidding parameters includes a plurality of levels, wherein a first level includes a first criteria of advertising opportunities and a second level includes the first criteria of advertising opportunities and a second criteria of advertising opportunities.

232. (Previously Presented)   The system of claim 114, wherein at least one of the plurality of sets of bidding parameters includes a plurality of levels, wherein a first level includes a first criteria of advertising opportunities and a second level includes the first criteria of advertising opportunities and a second criteria of advertising opportunities.

233.   (Currently Amended)   A computer system comprising [[of]] one or more networked computers, for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the advertising opportunity, the each advertising opportunity being an opportunity to serve an advertisement to a browser, the one or more networked computers embodied with <u>computer instructions</u> [[logic]] that:

      receives an indication of the each advertising opportunity:

      determines in real time response to the indication one or more bids, each determined bid being associated with a monetary amount an advertiser associated with the each determined bid is willing to pay for the each determined bid to be selected and a specific event to occur;

      selects a bid from among the determined bids;

      identifies one of the plurality of advertisements associated with the selected bid; and

      serves in real time response to the indication the identified advertisement to the browser[[,]]

      ~~whereby the identified advertisement is determined by a bidding process~~.

234.   (Previously Presented)   The system of claim 233, wherein the monetary amount associated with each of the determined bids is included in the each of the determined bids.

235.   (Previously Presented)   The system of claim 233, wherein the specific event for which the advertiser associated with each of the determined bids is willing to pay the monetary amount associated with the each of the determined bids, is a same respective event for all of the determined bids.

236.   (Previously Presented)   The system of claim 233, wherein the specific event for which the advertiser associated with at least one determined bid is willing to pay the monetary amount associated with the at least one determined bid is a serving of an

advertisement associated with the at least one determined bid to the browser in fulfillment of the each advertising opportunity.

237.   (Previously Presented)   The system of claim 236, wherein the specific event for which the advertiser associated with each determined bid is willing to pay the monetary amount associated with the each determined bid is a serving of an advertisement associated with the each determined bid to the browser in fulfillment of the each advertising opportunity.

238.   (Previously Presented)   The system method of claim 233, wherein the indication is caused by an HTTP request initiated by the browser.

239.   (Previously Presented)   The system of claim 238, wherein the advertisement served to the browser is included in a webpage accessed by the browser.

240.   (Previously Presented)   The system of claim 239, wherein the HTTP request is caused by a reference in the web page.

241.   (Previously Presented)   The system of claim 234, wherein the indication is caused by an HTTP request initiated by the browser.

242.   (Previously Presented)   The system of claim 241, wherein the advertisement served to the browser is included in a webpage accessed by the browser.

243.   (Previously Presented)   The system of claim 242, wherein the HTTP request is caused by a reference in the web page.

244.   (Previously Presented)   The system of claim 235, wherein the indication is caused by an HTTP request initiated by the browser.

245.   (Previously Presented)   The system of claim 244, wherein the advertisement served to the browser is included in a webpage accessed by the browser.

246. (Previously Presented)   The system of claim 245, wherein the HTTP request is caused by a reference in the web page.

247. (Previously Presented)   The system of claim 236, wherein the indication is caused by an HTTP request initiated by the browser.

248. (Previously Presented)   The system of claim 247, wherein the advertisement served to the browser is included in a webpage accessed by the browser.

249. (Previously Presented)   The system of claim 248, wherein the HTTP request is caused by a reference in the web page.

250. (Previously Presented)   The system of claim 237, wherein the indication is caused by an HTTP request initiated by the browser.

251. (Previously Presented)   The system of claim 250, wherein the advertisement served to the browser is included in a webpage accessed by the browser.

252. (Previously Presented)   The system of claim 251, wherein the HTTP request is caused by a reference in the web page.

253. (Previously Presented)   The system of claim 238, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

254. (Previously Presented)   The system of claim 239, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

255. (Previously Presented)   The system of claim 240, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

256.   (Previously Presented)   The system of claim 241, wherein the selection of
the selected bid is based on the selected bid being associated with a highest monetary amount.

257.   (Previously Presented)   The system of claim 242, wherein the selection of
the selected bid is based on the selected bid being associated with a highest monetary amount.

258.   (Previously Presented)   The system of claim 243, wherein the selection of
the selected bid is based on the selected bid being associated with a highest monetary amount.

259.   (Previously Presented)   The system of claim 244, wherein the selection of
the selected bid is based on the selected bid being associated with a highest monetary amount.

260.   (Previously Presented)   The system of claim 245, wherein the selection of
the selected bid is based on the selected bid being associated with a highest monetary amount.

261.   (Previously Presented)   The system of claim 246, wherein the selection of
the selected bid is based on the selected bid being associated with a highest monetary amount.

262.   (Previously Presented)   The system of claim 247, wherein the selection of
the selected bid is based on the selected bid being associated with a highest monetary amount.

263.   (Previously Presented)   The system of claim 248, wherein the selection of
the selected bid is based on the selected bid being associated with a highest monetary amount.

264.   (Previously Presented)   The system of claim 249, wherein the selection of
the selected bid is based on the selected bid being associated with a highest monetary amount.

265.   (Previously Presented)   The system of claim 250, wherein the selection of
the selected bid is based on the selected bid being associated with a highest monetary amount.

266. (Previously Presented)   The system of claim 251, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

267. (Previously Presented)   The system of claim 252, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

268. (Previously Presented)   The system of claim 233, wherein each determined bid is associated with a respective bidding agent.

269. (Previously Presented)   The system of claim 233, wherein each determined bid includes a reference to an advertisement associated with the each determined bid.

270. (Cancelled)

271. (New)   A method comprising:

(a) receiving an indication in a computer system of an opportunity to serve an advertisement to a browser; and

(b) immediately prior to serving the advertisement to the browser:

(i) generating in the computer system data representing bids, each bid being associated with an advertisement and a monetary amount; and

(ii) selecting in the computer system a bid from among the generated bids, wherein the computer system comprises one or more processors and one or more memory devices and computer instructions for implementing the method.

272.   (New)   An apparatus comprising:

a computer system comprising:

one or more computer processors;

one or memory devices;

computer instructions that receives an indication of an opportunity to serve an advertisement to a browser;

computer instructions that generates data representing bids in response to the

indication, each bid being associated with an advertisement and a monetary

amount;

computer instructions that selects a bid from among the generated bids,

wherein the selection of the selected bid occurs immediately prior to serving the

advertisement associated with the selected bid to the browser.